



CITY OF CARLSBAD – AGENDA BILL

8

AB#	19,609	ENVISION CARLSBAD CITIZENS COMMITTEE	DEPT. HEAD	JESS SA (23) W
MTG.	10/14/08		CITY ATTY.	
DEPT.	PLN		CITY MGR.	

RECOMMENDED ACTION:

That the City Council **ADOPT** Resolution No. **2008-288**, **CREATING** the Envision Carlsbad Citizen's Committee (EC³) and **APPOINTING** members to said committee.

ITEM EXPLANATION:

Background:

- January 22, 2008 - City Council approved a consulting agreement with Dyett & Bhatia to complete Phase 1 (community visioning phase) of the Envision Carlsbad program, which (during Phase 2) will result in a comprehensive update to the City's General Plan, Local Coastal Program (LCP), and Zoning Ordinance. Part of the Phase 1 scope of work includes the formation of a citizen's committee – the EC³.
- On July 1, 2008, the City Council directed staff to initiate the process to form the EC³.
- Exhibit 2 describes the process that has occurred to initiate the EC³ formation and solicit EC³ membership applications from the community.

Purpose of EC³:

During both phases of the Envision Carlsbad process (community visioning and update to the General Plan, LCP, and Zoning Ordinance), the EC³ will:

- Serve to promote balanced consideration of a range of community perspectives
- Serve as an information conduit to stakeholder groups
- Encourage broader community participation
- Provide continuity of participation throughout the entire Envision Carlsbad process

A more detailed description of the purpose and responsibilities of the EC³ is provided in the EC³ Mission Statement (Exhibit A of the attached City Council Resolution).

EC³ membership:

The EC³ will be comprised of 19 committee members (Carlsbad citizens). As described in the July 1, 2008 Agenda Bill to the City Council, in order to achieve a balanced representation of community perspectives, the committee will represent the following perspectives:

DEPARTMENT CONTACT: Jennifer Jesser 760-602-4367 jjess@ci.carlsbad.ca.us

FOR CITY CLERKS USE ONLY.

COUNCIL ACTION:

APPROVED



DENIED



CONTINUED



WITHDRAWN



AMENDED



CONTINUED TO DATE SPECIFIC



CONTINUED TO DATE UNKNOWN



RETURNED TO STAFF



OTHER – SEE MINUTES



Page 2

- **Environmental Perspective** (3 members from organizations representing an environmental perspective)
- **Social Perspective** (3 members from organizations representing a social perspective)
- **Economic Perspective** (3 members from organizations representing an economic perspective)
- **Citizen-At-Large Perspective** (2 members from each city quadrant - 8 members total)
- **Youth Perspective** (2 students - 1 from Carlsbad High School and 1 from La Costa Canyon High School)

Exhibit 3 lists the organizations that were invited to submit EC³ membership applications. In order to be as inclusive as possible, these direct invitations were supplemented by two newspaper notices encouraging all community and organization members to consider applying for membership to EC³.

Exhibit 4 is a list of all EC³ applicants. In all, sixty-nine applications from organizations and individuals were received (with one subsequent withdrawal).

Student EC³ Members:

Staff is continuing to work with the high schools to receive the schools' nominations for the two student EC³ members. Rather than receive applications from multiple students and ask the Mayor and City Council to choose between all of the students, staff has asked the Principals of each high school to nominate one student (and one alternate student) to participate on the EC³. Therefore, once the nominations are received, the Mayor need not appoint the student members, but only accept the schools' nominations. Acceptance of the student nominations can be done with a letter to the schools/students.

Alternate EC³ Members:

In the July 1, 2008 Agenda Bill, staff recommended that alternate committee members be appointed for each EC³ member. The role of the alternate would be to attend meetings and receive information when the primary EC³ member is not able to attend a meeting. When seeking EC³ membership applications from the various environmental, social, and economic organizations, staff requested that each organization submit two applications (one for a primary committee member and one for an alternate committee member). However, very few alternate committee member applications were received. This is likely due to organizations having difficulty identifying individuals who live in Carlsbad and are willing/able to commit their time to participate on the committee.

Staff recommends that a primary EC³ member and their alternate be from the same organization (e.g., if a primary EC³ member is appointed from the Carlsbad Chamber of Commerce, then that member's alternate should also be from the Chamber of Commerce). This will ensure that the primary and alternate members are better able to communicate and keep each other informed of the process.

Because of the lack of alternate EC³ member applications, staff recommends that alternates be appointed only if an alternate EC³ member application was received by the same organization of those primary EC³ members who are appointed. This may result in not all primary members having an alternate, which is acceptable to staff. Once the committee is formed, staff will offer another opportunity for organizations to nominate alternates for those members who do not have alternates. In which case, staff recommends that the alternate members not be required to come back to the City Council for appointment.

EC³ Selection Process:

Exhibit 5 describes the committee member selection process, as recommended by staff in the July 1, 2008 Agenda Bill.

First EC³ Meeting:

Staff anticipates that the first EC³ meeting will be held on November 12, 2008. The purpose of the first meeting will be to review organizational details and the roles and responsibilities of the EC³.

FISCAL IMPACT:

The formation of a citizens committee is consistent with the scope of work identified in the consultant contract for Envision Carlsbad Phase 1 (community visioning process), which was approved by the City Council in January 2008. The City Council approved total cost for consulting services to complete Phase 1 is \$232,710. Overall, the community visioning process (Phase 1) and update to the General Plan, LCP, and Zoning Ordinance (Phase 2) is estimated to cost up to \$1.8 million. The funds are encumbered and available. No additional costs are associated with this item.

ENVIRONMENTAL IMPACT:

The project is exempt from the California Environmental Quality Act. Pursuant to CEQA Section 15061(b)(3), a project is exempt from CEQA if:

- (3) *The activity is covered by the general rule that CEQA applies only to projects which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is exempt from CEQA.*

It can be seen with certainty that the activities associated with the Envision Carlsbad Community Visioning Program for Phase 1 (community visioning/outreach, formation and activities of a citizens committee, analysis, research, and development of a final scope of work) will not involve or result in a significant effect on the environment, and the project is therefore exempt from CEQA.

EXHIBITS:

1. City Council Resolution No. **2008-288** creating the Envision Carlsbad Citizens Committee (EC³), and appointing members to said committee.
2. Summary of the Envision Carlsbad Citizens Committee (EC³) Formation Process
3. List of Organizations that were asked to submit EC³ member applications
4. List of EC³ Applicants
5. Summary of EC³ Selection Process

1 RESOLUTION NO. 2008-288

2 A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
3 CARLSBAD, CALIFORNIA, CREATING THE ENVISION
4 CARLSBAD CITIZENS COMMITTEE AND APPOINTING
5 MEMBERS TO SAID COMMITTEE.

6 CASE NAME: ENVISION CARLSBAD

7 CASE NO.: GPA 07-02/LCPA 07-02/ZCA 07-01

8 WHEREAS, on January 22, 2008, the City Council adopted Resolution No. 2008-
9 018, approving a consulting agreement with Dyett & Bhatia to complete Phase 1 (community
10 visioning phase) of the Envision Carlsbad process, which (during Phase 2) will result in a
11 comprehensive update to the City's General Plan, Local Coastal Program (LCP), and Zoning
12 Ordinance; and

13 WHEREAS, the scope of work for Phase 1 of Envision Carlsbad includes the
14 formation of a citizens committee; and

15 WHEREAS, on July 1, 2008, the City Council adopted Resolution No. 2008-206,
16 directing staff to initiate the process to form the Envision Carlsbad Citizens Committee (EC³);
17 and

18 WHEREAS, the EC³ will promote balanced consideration of a range of
19 community perspectives, serve as an information conduit to stakeholder groups, encourage
20 broader community participation, and provide continuity of participation throughout the entire
21 Envision Carlsbad process; and

22 WHEREAS, pursuant to California Environmental Quality Act (CEQA) Section
23 15061(b)(3), the work associated with the community visioning process, including formation of a
24 citizens committee, is exempt from the provisions of CEQA.

25 NOW THEREFORE, the City Council of the City of Carlsbad, California, does
26 hereby resolve as follows:

- 27 1. That the above recitations are true and correct.
- 28 2. That there is hereby created an Envision Carlsbad Citizens Committee (EC³), whose mission shall be that which is outlined in the ENVISION CARLSBAD CITIZENS COMMITTEE (EC³) MISSION STATEMENT AND PRINCIPLES OF PARTICIPATION, dated October 14, 2008, attached hereto as Exhibit A.

1 a. That the EC³ shall consist of 19 Carlsbad citizens and their alternates
2 who represent the following community perspectives:

- 3 i. Environmental Perspective (3 members)
- 4 ii. Social Perspective (3 members)
- 5 iii. Economic Perspective (3 members)
- 6 iv. Citizen-At-Large Perspective (8 members - 2 members per
city quadrant)
- 7 v. Youth Perspective (2 students - 1 from Carlsbad High
School and 1 from La Costa Canyon High School)

8 b. That the Mayor with the concurrence of a majority of the City
9 Council, shall appoint 17 members (and their alternates) representing the environmental, social,
10 economic, and citizen-at-large perspectives, as follows ("P" = Primary member and "A" =
11 Alternate member):

- | | | | | | |
|----|-------|---------------------------|------|-------------------------------|---------------------------------|
| 12 | i. | <u>Ken Alfrey</u> | (P), | <u>William Kloester</u> | (A) – Environmental Perspective |
| 13 | ii. | <u>Fred Sandquist</u> | (P), | <u>David Robertson</u> | (A) – Environmental Perspective |
| 14 | iii. | <u>Matt Huff</u> | (P), | <u>None</u> | (A) – Environmental Perspective |
| 15 | iv. | <u>Jim Farley</u> | (P), | <u>None</u> | (A) – Social Perspective |
| 16 | v. | <u>Jim Comstock</u> | (P), | <u>Jack Cumming</u> | (A) – Social Perspective |
| 17 | vi. | <u>Hap L'Heureux</u> | (P), | <u>None</u> | (A) – Social Perspective |
| 18 | vii. | <u>Gina McBride</u> | (P), | <u>Mike Howes</u> | (A) – Economic Perspective |
| 19 | viii. | <u>Julie Baker</u> | (P), | <u>None</u> | (A) – Economic Perspective |
| 20 | ix. | <u>Eric Larson</u> | (P), | <u>None</u> | (A) – Economic Perspective |
| 21 | x. | <u>Paul Thompson</u> | (P), | <u>Jean Moreno</u> | (A) – Northwest Quadrant |
| 22 | xi. | <u>Diane Lantz</u> | (P), | <u>Allen Sweet</u> | (A) – Northwest Quadrant |
| 23 | xii. | <u>Kirk Cowles</u> | (P), | <u>Joseph Troya</u> | (A) – Northeast Quadrant |
| 24 | xiii. | <u>Diane Proulx</u> | (P), | <u>Glen Etherington</u> | (A) – Northeast Quadrant |
| 25 | xiv. | <u>Lisa Tuomi-Francis</u> | (P), | <u>David Lloyd</u> | (A) – Southwest Quadrant |
| 26 | xv. | <u>Jeff Segall</u> | (P), | <u>Robert Gates</u> | (A) – Southwest Quadrant |
| 27 | xvi. | <u>John O'Reilly</u> | (P), | <u>Jim Bradley</u> | (A) – Southeast Quadrant |
| 28 | xvii. | <u>Kent McCormick</u> | (P), | <u>Jeanne Sprague-Bentley</u> | (A) – Southeast Quadrant |

29 c. That the 2 student members of the EC³ shall be appointed upon
30 the City Council receiving the nominations from Carlsbad High School and La Costa
31 Canyon High School. The City Council shall accept the high schools' nominations.

32 d. That the EC³ shall exist for the duration of the Envision Carlsbad
33 process, and the City Council shall have the authority to reevaluate and, if necessary,
34 reconstitute the EC³ following the completion of Phase 1, or at any other time deemed
35 necessary by the City Council.

36 e. That the EC3 shall conduct its business in open and public
37 meetings, which shall be subject to the Ralph M. Brown Act ("Act", Government Code
38 Section 54950, *et seq.*) and shall only meet in closed session upon advice of the City
39 Attorney in accordance with the Act.

40 //

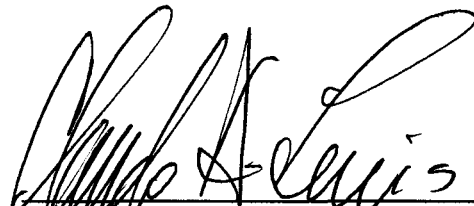
41 //

1 PASSED, APPROVED AND ADOPTED at a Regular Meeting of the City Council
2 of the City of Carlsbad on the 14th day of October, 2008, by the following vote to wit:
3

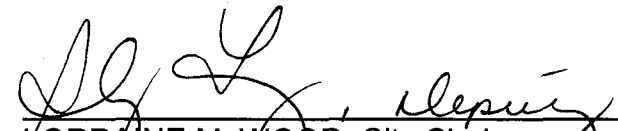
4 AYES: Council Members Lewis, Kulchin, Hall, Packard and Nygaard.
5

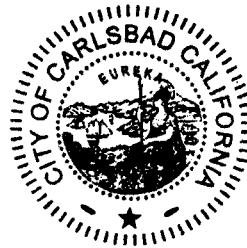
6 NOES: None.
7

8 ABSENT: None.
9

10
11 
12 CLAUDE A LEWIS, Mayor

13 ATTEST:
14

15
16 
17 LORRAINE M. WOOD, City Clerk
18 (SEAL)



City of Carlsbad
Envision Carlsbad Citizens Committee EC³
Mission Statement and Principles of Participation

Envision Carlsbad

Envision Carlsbad is a two phase community process, the objective of which is to identify the community's vision for Carlsbad's future (Phase 1), and to implement the that "vision" by updating the City's General Plan, Local Coastal Program (LCP), and Zoning Ordinance (Phase 2).

Mission Statement

The mission of the Envision Carlsbad Citizens Committee (EC³) is to participate in and provide guidance to the Envision Carlsbad process by promoting balanced consideration of a range of perspectives on issues affecting Carlsbad, serving as an information conduit to stakeholder groups, encouraging broader community participation, and providing continuity of participation throughout the entire public visioning and update process.

Principles of Participation

Role of Envision Carlsbad Citizens Committee Members

To achieve the mission of the EC³, the City Council is asking members to:

- Become familiar with the issues surrounding city planning and community development
- Attend periodic meetings over a prolonged period of time (approximately 3 years)
- Represent a broader community interest (rather than just the particular organization of which they are a member) at EC³ meetings
- Keep their organization/stakeholder group informed of the progress of the public visioning and update program
- Balance stakeholder goals with the larger public interest
- Encourage community participation throughout the public visioning and update process
- Adhere to the public visioning and update program schedule and respond to established deadlines
- Work collaboratively with other EC³ members
- Provide constructive feedback to City staff and consultants on process and works in progress at key points during the update program

- Confirm that the final Community Vision Report accurately and fairly reflects the community input received during the Public Visioning (Phase 1) process
- Provide comment as to the adequacy of the Phase 2 Work Plan that will be presented to the City Council for approval

Representation

Committee members will be appointed by the Mayor with concurrence of a majority of the City Council from among a list of candidates nominated by individual organizations, representing a balanced cross-section of stakeholder groups and community interests. Selection of the EC³ will be guided by the City Council's "Guiding Principles for a Sustainable Community", whereby membership will be drawn from Social, Economic and Environmental perspectives. Members will also be selected to represent each of the four city quadrants. In addition, the Committee will have two student members selected from the local high schools.

The committee will be composed of a total of 19 members: three each from the sustainability perspectives (9), two from each city quadrant (8), and a student member each from Carlsbad and La Costa Canyon High Schools (2). To be considered for appointment, candidates must reside in Carlsbad. Nominated candidates will be evaluated on their ability to effectively represent one of the three key perspectives, city quadrant, or youth perspectives. In addition, each committee member will have an alternate appointed by the Mayor with concurrence of a majority of City Council from among the list of nominated candidates.

Discussion Process

During EC³ meetings, committee members agree to abide by the following discussion process:

- The committee will establish ground rules about how members should conduct themselves during meetings
- The preferred decision-making process is collaborative problem-solving
- Consensus of the EC³ will take precedence over individual preferences
- In cases of non-consensus, alternative perspectives will be documented
- A neutral third-party will facilitate the meetings
- The committee will consider the selection of a Chair and Vice-Chair

Meeting Schedule

Once appointed, EC³ members are making an approximately three year commitment. To date, the meeting schedule is outlined only for the first phase of the overall Envision Carlsbad process. The EC³ will be formed and have its first meeting in Fall 2008. At least three additional EC³ meetings are anticipated in Phase 1, which is anticipated to conclude in Fall 2009. After

the completion of Phase 1, and prior to initiating Phase 2, the membership of the EC³ will be reevaluated and reconstituted by the City Council, if necessary.

Phase 2 of Envision Carlsbad (updating the General Plan/Local Coastal Program/Zoning Ordinance to achieve the Community Vision) will begin following the completion of Phase 1 and is expected to last approximately 2 to 3 years, with potentially 20 to 25 meetings.

Meeting Attendance

Full participation of committee members is essential to the effectiveness of the EC³. Committee members are expected to attend all EC³ meetings. If a committee member is unable to attend a meeting, the designated alternate may attend in his or her place. The alternate is encouraged to actively participate in the meeting provided that he or she is adequately briefed as to the status of prior discussions and decisions.

Quorum. For meeting purposes, a quorum of the EC³ is met with ten members in attendance.

If a committee member resigns his or her appointment, his or her designated alternate shall automatically become a regular committee member for the duration of the program. Vacancies may be filled at the Mayor's discretion.

All EC³ meetings and committee members are subject to the open meeting requirements of the Ralph M. Brown Act (Brown Act). The Brown Act imposes public notice and access requirements on committee meetings, and places certain limitations on when and how committee members may communicate with one another. At the first EC³ meeting, committee members will be given a briefing by the City Attorney's office about the basic requirements of the Brown Act.

In addition to meeting as a committee approximately four times during Phase 1, committee members will be expected to be engaged throughout the Envision Carlsbad process by attending the community workshops, educational forums and other activities for the general public.

Meeting Agendas

Meeting agendas will be prepared by City staff and the EC³ facilitator in consultation with the Chairperson or a majority of the EC³, following the procedures of the Brown Act. At the conclusion of each meeting, the facilitator and City staff will summarize the results and identify items that may need further research or be carried over to the next meeting, preview new business for the upcoming meeting, and invite Committee members to suggest new items for future meetings. Agendas for future meetings will be established by consensus of the EC³ with concurrence of City staff and facilitator.

Members of the public have a right to attend EC³ meetings and will have an opportunity to address the committee on any issue under its purview.

External Communications

The overriding consideration in all communications is to honor and sustain the constructive, collaborative process of the committee. EC³ members are encouraged to communicate with their constituencies in order to keep them informed of the public visioning and General Plan/LCP/Zoning Ordinance update process and to encourage direct participation. Should committee members speak to the media, members are encouraged to provide accurate, factual information to inform the public about the program, but are asked to refrain from engaging in speculation, advocating a position on a specific issue, speaking on behalf of the EC³ (unless authorized by the committee to do so), or otherwise making public statements that would tend to hamper constructive committee discussions. City staff and the facilitator will be available to assist in any communications to the media, if desired.

Information Sharing

In order to ensure all EC³ members have the same information available to them, all documents will be distributed through City staff. If a member has information he or she would like to share with other committee members, the information should be given to staff for distribution to the entire committee. Maintaining this flow of information will facilitate a respectful, collaborative process, and help avoid unintended violations of open meeting laws (e.g., serial meetings).

Work Products

In addition to its role as representatives of and conduits to community stakeholders, the EC³ will be responsible for reviewing work product and providing guidance on policy issues. The primary purpose of the EC³ in reviewing work product is to ensure that it accurately and fairly reflects the input received from the community at the various forums, group meetings and public workshops. In particular, the EC³ will closely review the Community Vision and Guiding Principles and Themes report to ensure that it accurately and fairly reflects the community's input. The committee will also assess whether the Phase 2 Work Program is comprehensive and can realistically achieve the goal of developing policies, programs, and standards that will carry out the community vision articulated in Phase 1.

The Phase 1 interim and final work products that the EC³ will likely review include:

- *Working Paper on Opportunities and Challenges*
- *Community Survey Results*
- *Community Vision and Guiding Principles and Themes*
- *Working Paper on Vision and Policy Match*
- *Working Paper on Zoning Issues*
- *Phase 2 Work Program*

**Summary of the
Envision Carlsbad Citizens Committee (EC³)
Formation Process**

Following City Council's direction on July 1, 2008 to initiate the formation of the EC³, staff proceeded as follows:

- July 3, 2008 – mailed a letter, committee member applications, and information about the EC³ to over 90 organizations (that represent an environmental, social, or economic perspective) and invited them to apply for the EC³ (see Exhibit 3 of the October 14, 2008 Agenda Bill for a list of organizations that were sent the letter).
- July 4, 2008 – Published a newspaper ad informing the organizations about the opportunity to apply for the EC³.
- July 6, 2008 – Published a newspaper ad informing the quadrant residents about the opportunity to apply for the EC³.
- Established a link on the City's website that directed interested parties to committee member application forms, and information about the EC³.
- July 14, 2008, sent an e-mail to all organizations (that were sent the letter mailed on July 3rd), reminding them of the opportunity to apply for the EC³.
- Due to the limited number of applicants from environmental and economic organizations, staff extended the application deadline from July 21, 2008 to July 28, 2008.
- July 23, 2008 – sent an e-mail to all of the environmental and economic organizations, encouraging them to apply for the EC³ and informing them that the application deadline had been extended.
- August 5, 2008 – All EC³ applications received and a chart summarizing each applicant were sent to the Mayor and City Council members for review and consideration.
- August 28, 2008 – mailed letter, student nomination form, and information about the EC³ to the Principals of Carlsbad High School and La Costa Canyon High School. The letter requested that each school nominate a student (and an alternate student) who they recommend be appointed to the EC³.
- September 5, 2008 – sent an email to all EC³ applicants informing them that the anticipated date (October 14, 2008) for the Mayor to appoint the committee members.
- September 22, 2008 – left voicemail and sent emails to each high school principal reminding them of the opportunity to nominate a student for the EC³.

LIST OF ORGANIZATIONS THAT WERE INVITED TO SUBMIT EC³ APPLICATIONS

	Organization Name
ENVIRONMENTAL ORGANIZATIONS	Agua Hedionda Lagoon Foundation
	Audubon Society (Buena Vista)
	Batiquitos Lagoon Foundation
	Buena Vista Foundation
	California Native Plant Society - San Diego County Chapter
	Carlsbad Watershed Network c/o San Elijo Lagoon Conservancy
	Discovery Center
	Preserve Calavera
	San Diego Conservation Resource Network
	San Diego County Bicycle Coalition
	Sierra Club (San Diego Chapter)
	Surfrider Foundation (San Diego Chapter)
	U.S. Green Building Council - San Diego Chapter
	Walk San Diego

	Organization Name
ECONOMIC ORGANIZATIONS	Building Industry Association of San Diego
	Callaway Golf
	Carlsbad Chamber of Commerce
	Carlsbad Convention and Visitors Bureau
	Carlsbad Village Business Association
	Carlsbad Village Improvement Partnership
	Grand Pacific Palisades Resort & Hotel
	Invitrogen Corporation
	Isis Pharmaceuticals, Inc.
	La Costa Resort
	North San Diego County Association of Realtors
	San Diego County Farm Bureau
	San Diego County Tax Payers Association
	San Diego North County Economic Development Council
	Taxpayersadvocate.org
	Taylormade - Addidas Golf
	Thomas Enterprises (The Forum)
	ViaSat Inc.
	Westfield

LIST OF ORGANIZATIONS THAT WERE INVITED TO SUBMIT EC³ APPLICATIONS

SOCIAL ORGANIZATIONS	Organization Name
	Access to Independence of North County
	AYSO – La Costa
	Boys and Girls Club
	Carlsbad Friends of the Arts
	Carlsbad High School
	Carlsbad Historical Society
	Carlsbad Library and Arts Foundation
	Carlsbad Lightning Soccer Club
	Carlsbad-Oceanside Art League
	Carlsbad Pop Warner
	Carlsbad Rotary Club
	Carlsbad Softball Association
	Carlsbad Wave Soccer Club
	Carlsbad Youth Baseball
	Casa de Amparo
	Catholic Charities
	Community Interface Services
	Endow Carlsbad
	Fiesta Del Barrio Association
	Friends of the Carlsbad Library
	Imagine Carlsbad
	Interfaith Community Services
	Kiwanis Club
	La Costa 35 Athletic Club
	La Costa Youth Organization

SOCIAL ORGANIZATIONS	Organization Name
	League of Women Voters
	MAAC Project
	Museum of Making Music
	Neighborhood House Association
	New Village Arts
	North County Lifeline
	Optimist Club of Carlsbad
	TERI, Inc.
	Veterans of Foreign Wars (VFW Post 11505)
PARENT TEACHER ASSOCIATIONS (SUBSET OF SOCIAL ORGANIZATIONS)	Aviara Oaks Elementary PTA
	Aviara Oaks Middle PTA
	Buena Vista Elementary PTA
	Calavera Hills Elem. PTA
	Calavera Hills Middle School PTA
	Carlsbad High School PTA
	Carlsbad Seaside Academy PTA
	District Office PTA
	Hope Elementary PTA
	Jefferson Elementary PTA
	Kelly Elementary PTA
	Magnolia Elementary PTA
	Pacific Rim Elementary PTA
	Poinsettia Elementary PTA
	Valley Middle PTA

LIST OF EC³ APPLICANTS

	Organization Name	Applicant Name
ENVIRONMENTAL ORGANIZATIONS	Augua Hedionda Lagoon Foundation	Ken Alfrey
	Augua Hedionda Lagoon Foundation	William Kloetzer
	Batiquitos Lagoon Foundation	Fred Sandquist
	Batiquitos Lagoon Foundation	David Robertsson
	Buena Vista Foundation	Mat Huff
	Preserve Calavera	Ann Hallock
	Preserve Calavera	Kasey Cinciarelli
	Surfrider Foundation	Dawn Guendert

	Organization Name	Applicant Name
ECONOMIC ORGANIZATIONS	Callaway Golf	Mike Majors Withdrawn
	Chamber of Commerce	Gina McBride
	Chamber of Commerce	Mike Howes
	Carlsbad Conv. & Visitors Bureau	Kurt Burkhart
	Grand Pacific Resorts Northeast Quadrant	Diane Proulx
	Invitrogen Corporation	Hope Spadora
	San Diego County Farm Bureau	Eric Larson
	SD County Tax Payers Association	Avneet Sidhu
	SD North County Economic Dev. Council Northwest Quadrant	Allen Sweet
	SD North County Economic Dev. Council Southwest Quadrant	David Lloyd

LIST OF EC³ APPLICANTS

	Organization Name	Applicant Name
SOCIAL ORGANIZATIONS	AYSO	Gerald Straw
	AYSO	Gary McCarthy
	Boys and Girls Club	Kelly Morrison Pop
	Carlsbad Educational Foundation Carlsbad Hi-Noon Rotary Carlsbad Village Imp. Partnership	Julie Baker
	Carlsbad Friends of the Arts	Pamela Frieze
	Carlsbad Friends of the Arts	Alan Marblestone
	Carlsbad Historical Society	German Gutierrez
	Carlsbad Historical Society	Geoff Armour
	Carlsbad Pop Warner	Ed Kissell
	Carlsbad Pop Warner	Ed Harris
	Carlsbad Youth Baseball La Costa Youth Organization	Tom Watson
	Endow Carlsbad	James Farley
	Fiesta Del Barrio Association	Socorro Rodriguez-Anderson
	Fiesta Del Barrio Association	Ofelia Escobedo
	Friends of the Carlsbad Library	Vytas Tarulis
	Friends of the Carlsbad Library	Chor-Chee Chan
	Imagine Carlsbad	Jim Comstock
	Imagine Carlsbad Northwest Quadrant	Paul Thompson
	Interfaith Community Services	William Baker
	La Costa 35 Athletic Club	James Bittner
	La Costa 35 Athletic Club	Liberato Tortorici
	La Costa Youth Organization	Phil Urbina
	League of Women Voters	Tina Schmidt
	Museum of Making Music	Janice Goodman
	Museum of Making Music	Wally Marx, Jr.
	New Village Arts	Michael Schumacher
	New Village Arts	Norine Sigafosse
	North County Lifeline	Deborah Shriver
	Rotary Club of Carlsbad	Stephen "Hap" L'heureuz
	Saint Michael's By-The-Sea	Wayne Wright
	Valley PTA	Nancy Contrino

LIST OF EC³ APPLICANTS

	Quadrant	Applicant Name
NWQ	Northwest	Lowell Grimaud
	Northwest	Diane Lantz
	Northwest	Jean Moreno

	Quadrant	Applicant Name
NEQ	Northeast	Guy Roney III
	Northeast	Kirk Cowles
	Northeast	Glen Etherington
	Northeast	Jodi Rudick Stein
	Northeast	Joseph Troya
	Northeast	Authur Serrin

	Quadrant	Applicant Name
SWQ	Southwest	Robert Gannon
	Southwest	Robert Gates
	Southwest	William Scott Pieratt
	Southwest	Jeff Segall
	Southwest	John Slatton
	Southwest	Lisa Tuomi-Francis
	Southwest	Dwight Webster

	Quadrant	Applicant Name
SEQ	Southeast	Kent McCormick
	Southeast	John O'Reilly
	Southeast	Peggy Savary
	Southeast	Jeannie Sprague-Bentley

Summary of EC³ Selection Process

The following is a summary of the EC³ selection process (as recommended by staff in the July 1, 2008 Agenda Bill to City Council):

1. Selection process for committee members from organizations that represent the environmental, social, and economic perspectives
 - a. The Mayor, with the concurrence of a majority of the City Council, will appoint 3 committee members (and their alternates, if any) to represent each perspective (9 committee members total, plus up to 9 alternates).
2. Selection process for committee members from each of the four city quadrants
 - a. The Mayor assigned each City Council member to a city quadrant and directed them to select 2 citizens (plus 2 alternates) from that quadrant to be a member of the EC³ (8 committee members total, plus 8 alternates).
 - b. The Mayor will appoint those city quadrant members selected by the City Council.
3. Selection process for student committee members
 - a. The Mayor and City Council members will accept and appoint the student members recommended by Carlsbad High School and La Costa Canyon High School.

October 14, 2008

TO: CITY COUNCIL

FROM: MAYOR LEWIS

AGENDA ITEM # 9 - ENVISION CARLSBAD CITIZENS COMMITTEE APPOINTMENTS

Attached for your information is the list of recommended appointments for the Envision Carlsbad Citizens Committee. Please let me know if you have any questions.

mhs

Attachment

c: City Manager
City Attorney
City Clerk
conformer

Envision Carlsbad Citizens Committee

City Council Appointments by Quadrant

**P = Primary member
A= Alternate member**

Northwest Quadrant

- **Council Member Nygaard**

**Paul Thompson (P)
Jean Moreno (A)
Diane Lantz (P)
Allen Sweet (A)**

Northeast Quadrant

- **Council Member Packard**

**Kirk Cowles (P)
Joseph Troya (A)
Diane Proulx (P)
Glen Etherington (A)**

Southwest Quadrant

- **Council Member Hall**

**Lisa Tuomi-Francis (P)
David Lloyd (A)
Jeff Segall (P)
Robert Gates (A)**

Southeast Quadrant

- **Mayor Pro Tem Kulchin**

**John O'Reilly (P)
Jim Bradley (A)
Kent McCormick (P)
Jeanne Sprague-Bentley (A)**

Envision Carlsbad Citizens Committee

Environmental, Social and Economic Organizations Appointments

Environmental Organizations

Agua Hedionda Lagoon Foundation

- ◆ Ken Alfrey (P)
- ◆ William Kloetser (A)

Batiquitos Lagoon Foundation

- ◆ Fred Sandquist (P)
- ◆ David Robertson (A)

Buena Vista Lagoon Foundation

- ◆ Mat Huff (P)

Social Organizations

Endow Carlsbad

- ◆ Jim Farley (P)

Imagine Carlsbad

- ◆ Jim Comstock (P)
- ◆ Jack Cumming (A)

Rotary Club of Carlsbad

- ◆ Hap L'Heureux (P)

Economic Organizations

Carlsbad Chamber of Commerce

- ◆ Gina McBride (P)
- ◆ Mike Howes (A)

Carlsbad Village Improvement Partnership

- ◆ Julie Baker (P)

San Diego County Farm Bureau

- ◆ Eric Larson (P)

**Envision Carlsbad
Citizens Committee**

High School Appointments (Recommended by each high school)

Carlsbad High School

**Sean Sexton (P)
Andrew Benson (A)**

La Costa Canyon High School

Sean Bentley (P)

October 14, 2008

TO: CITY MANAGER

FROM: COMMUNITY DEVELOPMENT DIRECTOR

**SUBJECT: ERRATA FOR AGENDA BILL ITEM # 8 - ENVISION CARLSBAD
CITIZENS COMMITTEE**

To correct an oversight, staff recommends that City Council Resolution No. 2008-288 be modified to add the names of alternates who are to be appointed to the Envision Carlsbad Citizens Committee.

Section 2.a. to read: That the EC³ shall consist of 19 Carlsbad Citizens and their alternates who represent the following community perspectives:

- i. Environmental Perspective (3 members)
- ii. Social Perspective (3 members)
- iii. Economic Perspective (3 members)
- iv. Citizen-At-Large Perspective (8 members – 2 members per city quadrant)
- v. Youth Perspective (2 students – 1 from Carlsbad High School and 1 from La Costa Canyon High School)

Section 2.b. on page 2 of Resolution No. 2008-288 is recommended to read as follows:

b. That the Mayor with the concurrence of a majority of the City Council, shall appoint 17 members **(and their alternates)** representing the environmental, social, economic, and citizen-at-large perspectives, as follows **“P” = Primary member and “A” = Alternate member**):

- | | | | | |
|-------|-----|------|-----|---------------------------------|
| i. | [] | (P), | [] | (A) – Environmental Perspective |
| ii. | [] | (P), | [] | (A) – Environmental Perspective |
| iii. | [] | (P), | [] | (A) – Environmental Perspective |
| iv. | [] | (P), | [] | (A) – Social Perspective |
| v. | [] | (P), | [] | (A) – Social Perspective |
| vi. | [] | (P), | [] | (A) – Social Perspective |
| vii. | [] | (P), | [] | (A) – Economic Perspective |
| viii. | [] | (P), | [] | (A) – Economic Perspective |
| ix. | [] | (P), | [] | (A) – Economic Perspective |
| x. | [] | (P), | [] | (A) – Northwest Quadrant |
| xi. | [] | (P), | [] | (A) – Northwest Quadrant |
| xii. | [] | (P), | [] | (A) – Northeast Quadrant |
| xiii. | [] | (P), | [] | (A) – Northeast Quadrant |
| xiv. | [] | (P), | [] | (A) – Southwest Quadrant |
| xv. | [] | (P), | [] | (A) – Southwest Quadrant |
| xvi. | [] | (P), | [] | (A) – Southeast Quadrant |
| xvii. | [] | (P), | [] | (A) – Southeast Quadrant |



Envision Carlsbad



Exciting Opportunity!

- Community can help define Carlsbad's future
- Opportunities to participate & share vision of future:
 - *Citywide Survey*
 - *Workshops*
 - *Neighborhood briefings*
 - *Stakeholder interviews*
 - *www.envisioncarlsbad.org*
 - ***Citizens Committee***





Citizens Committee

- Create Envision Carlsbad Citizens Committee (EC³)
- Appoint members to EC³





Purpose of EC³

- Assist with two Phases of Envision Carlsbad:
 - Community Vision Process
 - ❖ Identify community's vision of Carlsbad's future
 - Update General Plan, LCP, & Zoning Ordinance
 - ❖ Implement Community Vision





Background

- January 2008
 - Community Visioning Process Initiated
 - ❖ Approval of Contract – Dyett & Bhatia
- July 2008
 - Staff directed to initiate process to form EC³





EC³ Description

- 19 members – Carlsbad citizens
 - 9—Environmental, social, economic perspective
 - 8—City quadrant perspective
 - 2—High School students – youth perspective





Process to Obtain Applications

- Mailed letter to 90+ organizations
- Newspaper ads
 - Organizations
 - Quadrant Residents
- Website link
- Email reminder to organizations
- Sent letter/email to high schools





Applications Received

- Organization & Quadrant Applicants
 - 53 – primary member
 - 15 – alternate member
- High School Students
 - 2 – primary members
 - 1 – alternate member (CHS)
 - Not to be appointed tonight





Role of Alternates

- Fill-in when primary member can't attend
- Alternate appointed for each primary member
 - Some primary members may not have alternate
 - Primary/alternate from same organization/quadrant
 - ❖ Ensure balanced representation of perspectives





Role of Alternates

- When primary member is present
 - Alternate not required to attend, but encouraged
 - Can participate in discussion
 - ❖ Communicate through primary
 - ❖ Commenting during public comment
- When primary member is not present
 - Sit at committee table
 - Participate directly in discussion
 - Vote





Recommendation

- Mayor appoint members to the EC³
 - ❖ 3 members + alt. – Environmental Organizations
 - ❖ 3 members + alt. – Social Organizations
 - ❖ 3 members + alt. – Economic Organizations
 - ❖ 2 members + alt. – NW Quadrant
 - ❖ 2 members + alt. – NE Quadrant
 - ❖ 2 members + alt. – SW Quadrant
 - ❖ 2 members + alt. – SE Quadrant
- Errata to add alternates to Reso





Next Steps

- **First EC³ meeting**
 - November 2008
 - ❖ Organization details
 - ❖ Roles & responsibilities

- **January 2009**
 - Community Visioning activities
 - ❖ Survey, workshops, etc.





Envision Carlsbad

- Need more information?
- Visit website — www.envisioncarlsbad.org

